

MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE

Square Fair Subcommittee

Friday, April 25, 2014

Partnership office

23 Royce Circle

(860) 429-2740

8:30 AM

SPECIAL MEETING

AGENDA

1. Call to order
2. Public comment
3. Approval of Minutes from March 21, 2014 (attached)
4. Status of Premier sponsor
5. Marketing plan
 - Examples of what is sent
 - Advertising opportunities
6. Review of applications
 - Results of April 10 meeting
7. Traffic Authority update
8. Distribution of flyers
 - Who and when
9. Posters
 - Price
 - Where to post
10. Volunteers
 - Assignments for first two fairs
11. Set up on Square:
 - Number and placement of booths
12. Adjourn